

INTEGRITY' AND THE HOUSE BEHIND THE

its essence, so far as business is viz: 142,000 tons, or 284,000,000 concerned, consists in flying up to the pounds;

the square deal." the strongs but goes further.

to the promises they really Intended B. E. Goodrich Company,

An ohl-fashioned virtue is this the consumer" you may ask. But, there being something more even in coin of the realm.

-with all due modesty-claim it as success. the watchword which has ruled Good- "it concerns the consumer of or the nable work. fich activities over forty-seven years dealer in, rubber goods because he Those preparing to teach should of rubber manufacturing, selling and knows that in dealing with a house of consider the advisability of specializ-

the exple may inquire.

It has paid even in material success emptor.

Witness the present staff of 18, thinking. Hi people, who produce the 120,000 - More than 200 different makes. Results from Journal Wast Ads.

pendability, the intention to play fair, pounds, and the total world consump at any cost, as well as good service. thou of crude rubber for same year. 'Learn While Others Loaf';

Then, who shall question that the hot letter of that Americanism --Goodrich watchword and policy of insee 'rambows' and who cannot live up ficer, and each loyal employe of the here in these studies,

integrity-sometimes crowd- "It concerns you, first of all, as a thermore by so doing, by the time ed close to the wall by that modern proof that square dealing faraignst finish high school you will also have range government, who died Friday idularly called business expediency. Thinking and business integrity pays, finished a shorthand or business night, in a body, it was decided at a

money) this old-fashioned virtue lives a vivid demonstration of the fact that months time. on, there and flourishes, in many the modern god of expediency is a Remember we are conducting composed of Drs. Wroth, Hope, Col-puriors, like the folk-songs of a da- false god, and that all the brilliant school in the forenoons only, begin- line and Easterday, drew up resolu-The that never die. feats, and dexternus manipulation of ning at 8 o'clock in the morning. The tions of sympathy, "May we here pay tribule to hast facts, which pass current as expedisess integrity wherever it abides, and ency are needless, for permanent airy and offer every advantage for ALAMOGORDO SENDS

integrity he can trust the statements, ing on the commercial subjects. Call But, does this policy of business the products and made-marks of such or phone 62. Albuquerque Business G. A. Totten of Company A. Las integrity pay, in dollars and cents? a house, implicitly—can save time and College. trouble and can abandon that costly | From even that cold-blooded and impleasant watenfulness which is

Witness the Goodrich growth from a very small 'accorn' indeed, to the linest square acres of floor space in close grained, because relatively free the largest rubber factory of the give excess weight to robber, at the acres of winder glass alone to light expense of liveliness, springiness and these theoretical works. The posting the in session two weeks. The posting mogordo four in Company D and two in Company A.

A mass meeting was held at the courthouse on Tuesday night but only two men loined the companies at that time. The other four were cultisted in Alamogordo, four in Company D. A. A mass meeting was held at the courthouse on Tuesday night but only two men loined the companies at that time. The other four were cultisted in Alamogordo, four in Company D. A. mass meeting was held at the courthouse on Tuesday night but only two men loined the companies at that time. The other four were cultisted in Alamogordo, four in Company D. A. mass meeting was held at the courthouse on Tuesday night but only two men loined the companies at that time. The other four were cultisted in Alamogordo.

Witness the tire output of 1915

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Which, if the tires were placed flat on the form the form the form of the first flat of the first flat of the form of the first flat of the firs lar invested, in a way that sets users

and sold in the United States of extent of about \$2,000,000 automo bile tires.

"Of that 12,000,000 total tires the E. P. Goodrich Company made and sold one-fourth. Yet, tires are only one of the 267 different lines made by the Goodrich rubber factory.

"This indicates why Goodrich Bestin-the-market Fabric. Tires can be and are, sold to consumers evia deal erso at the lowest price in America per delivered mile of performance.

#### OFFICIAL CHALMERS PATHFINDER REACHES YELLOWSTONE PARK

After the most strenuous trip ever made on a pathfinding tour in Montana, two Chalmer Six-30 touring cars. at 2 p. m. the other day.

Accompanying the cars as observers, beginning at 16 o'clock. The C. Hinkley of the Chairners Motor The Feast of Weeks celebrates the company, W. H. Brooke. Homer unniversary of the giving of the Ten George and Charles Harrington. In Commandments, and is one of

the trip turned the gumbo roads into will be observed with special quagmires, but the 3,400 R. P. M. monles in every senagogue in the one's pocket book and needs Chalmers motors performed wonders United States today. under most discouraging conditions. At Temple Albert this morning an made in filing upon free lands. Us-High winds, sleet and Dakota bliz-exceptionally fine musical program ually this has been cash in advance. pards conspired to make the lot of the will be rendered, and the participa. Best of all, they do not have to make trail-blazers anything but an enviable tion of the children of the congrega-jan expensive trip to the land office

Gardiner. The only tire change was pie, and in addition to speeches by Hy acting through an agent they made 1,022 miles from Minneapolis the children themselves there will be one just as secure, if not a little more rocky canyon road on the last fifty-man.

nd Bismarck by members of the read and Stella Copeland ommercial clubs. An enforced rest at Barnesville was also necessary to SUMMER SCHOOL WILL allow the drivers to recuperate.

Much enthusiasm over the 4-8-8 tour which starts on July 20 was hee pounds of tubber goods, manufac- manifested along the route, over 100 rured, marketed and shipped during cars having already entered for the

# Under-graduates Take Notice prade.

the demands from its practitioners, legrity first pays, even in material respect for the rights sults. This, exclusive of the good-will, acquire several points for credit in their work will be done in the back of others (whether they be strong prestige and public confidence that your high school course. Shorthand, yards. J. F. Bentley, principal of the shough to enforce these rights, or flows from forty-seven years consist- bookkeeping, commercial arithmetic, Third ward school, will have charge weak enough to be at the mercy of ent practice of such a policy, which commercial law, typewriting and of this work in the city. may well be worth as much more, in Spanish are all taught in the A. B. C. it implies a charitable attitude to- personal satisfaction, to each cloud- this summer and your high school MEDICS OF BERNALILLO wird those well-meaning persons who rich stockholder, each enthusiastic of- will give you credit for work done

You may be able to shorten by a "Rut, how does this concern me, whole year your high school course. The Hernalillo County Medical so-by attending our simmer session, fur- clety will attend the funeral of Dr. course, and should you not be able to meeting of the society held last night than money worth striving for in the concerns each parent, and the finish high school for any reason, you at the Commercial club, some and daughter of each parent, as will be ready for a position in a few | Funeral arrangements had not been

successfully accomplishing much vat-

#### NOTICE TO TEACHERS

County School Superintendent.

118 W. CENTRAL AV.

The Best Little Restaurant \_ In the Best

America last year, 1915, to the total

mandments,

official painfinders for the Yellow- one of the most interesting or lewstone seciability tout arrived at Gar-ish festival occasions, will be observed in Gateway to Vellowstone park od today in Temple About with a teresting exercises, the cores of

uniles, an average of over 154 miles a an agricultural significance, but the occasion when the people of the Continuous rain for a great part of up the first fruits of their tool

tion in the exercises will form a to register and file as all others must Three of the original tires placed feature of more than usual interest, do, but may do all the preliminary on Chief Engineer Hinkley's car still These exercises will be given by the acls through an agent who is empower contained Detroit air on reaching confirmation class of six young peo-leved to act for them. and was due to cuts inflicted by the an address by Rabbi Moise Berg- so, than if they had made their fil-

confirmation class today are Berthe bie stem Two entire days were lost on the Weinman, Juliet Pleischer, Mildred For three years a resident of Montrip due to outertainments at Parge Harris. Ben Harris, Marian Grans- inng in this section written of, and

# OPEN TOMORROW FOR

The greatest word in the whole greatest word in the whole forms same factory and official of the B. F. Goodrich company. The sintegrity. Because, that term embodies good faith, dependability, the intention to play fair, pounds and the total world consumption.

Carciner and addronal pictures also the session will be taken as factory and for business, and make in Yellowstone park. The cars Maude Rodgers and Miss Isaa Mc-darge. If attendant and address if interested, sent to strong, will be taken as far as snow will perform the whole during same period.

A two-cent stamp and your name and address if interested, sent to strong, will be taken as far as snow will perform and address if interested, sent to consider and addr able to advance with the six weeks. We have no land to sell. Nothing early, and everything to be found in burg, N. Y. Obtainable everywhere,

During the next three months in the for industrial club work this summer,

# WILL HONOR DR. OSUNA

E Osuna, consul here for the Car

announced bust night. A committee. Remember we are conducting composed of Drs. Wroth, Hope, Col-

# RECRUITS TO BORDER

Alamogordo, N. M., June 3. - Capt. Cruces, and Capt. Phil Dessauer of Company D. Las Cruces, were in Alamogordo Thursday for the purpose of standpoint we may answer ito the accessarily involved in buying anystandpoint we may answer ito the accessarily involved in buying anyThe Bernalillo County Teachers' recruiting national guardeness
their respective companies. Altogrowing youth of this country), yes thing under the old low of caveat.

Institute will open June 5th and will gether six men were enlisted to Alahe in session two weeks. The insti- mogordo, four in Company D and two

men for his company. Captain Dessomer will return to Las Cruces. Up to this time Oters county has had only two men in the militia companies on the border.

#### BIRTHDAY OF BRITISH KING IS OBSERVED

London, June 3 .- This was King George's birthday but the only official celebration was a general hoisting of flags on government offices and other large establishments. In accordance with the king's center, there was no firing of salutes ad all ordinary observances were dropped.

WILSON SENDS HIS CONGRATULATIONS

Washington, June 3.-President Wilson today sent a message to King George of Great Britain congratulating him on his fifty-first birthday an-

Colorado Roosevelters Expected, Chicago, June 3 .- Word was received at headquarters of the progressive national convention today that members of the recently organized Colorado Roosevelt republican club are coming to Chicago Monday to work for the nomination of Roosevelt by the republican convention. In the delegation will be Frank C. Goudy, president of the club: J. C. Berger, A. D. Lewis, C. McA. Wilcox. W. Booth, Whitney Newton, S. D. Nichalson and Allison Stocker. Among the visitors at headquarters today was Dr. Francis Shine of Bishee, Ariz. 3. great grandson of Thomas Jefferson, who is now supporting Roosevelt.

#### FREE HOMESTEAD LAND

To Be Opened for Scittlement in Montann.

Columbus, O. May 27 - Under the general provisions of the homestead laws there is to be opened for settlement in Montana some 500,000 acres of the very best agricultural hinds Each and every citizen, all soldiers and sattors, tireir wislows and children, may now file upon a quantity of this land not exceeding 160 acres, for the Interesting Exercises at Tem- purposes of a home. Soldiers and ple Albert in Commemora- They do not have to go to the land office in person to file, and under retion of Giving of Ten Com- cent concessions they may the upon telther: 160 acres, 120 acres, 80 acres or forty acres, paying the small filing foes in installments, one-half down balance in three equal monthly pay-The Peast of Weeks, or Pantecost, ments. This fee formerly \$25,00 is now \$22.00 for 160 neros, \$18.00 for 1120 nores, \$14.00 for 80 neres, and \$18.00 for 40 acres. The installment plan, however, applying only to the filing upon 140 acres and not for the

This land, the Blackfeet teserve, Montana, about to be opened for setthe eight days the pathrinders were most important days in the their or themen, now offers to soldiers and on the road the cars covered 1,228 calendar. Originally it had berguty stillors, their widows and children. an opportunity of a lifetime, one wherein they may file upon a home it of their own, pay for the filing in small payments, thus fitting everybefore has such a concession twen

ings in person, and the difference in four miles down the Yellowstone; Those who will take part in the expense amounts to quite a considera-

for seven years handling registrations and filings, the undersigned is now prepared to accept a few applications. for filing upon this fine land. Owlng. however, to the proximity of the SIX WEEKS' SESSION opening and the consequent rush of

About 200 students have enrolled tog and registration upon this land, new company. The departments, Results from Journal Want Ads

### Use Our Superb Toilet Requisites.



Our toilet soaps cleanse the skin without leaving an after irritation; our toilet waters and perfumes "hold" their delightful odors. Our brushes keep their bristles; the teeth in our combs do not snap off.

When you buy our toilet requisites you get the best and will ever afterward do all of your drug business with us.

### Otwell Drug Company 222 W. Central Ave., Albuquerque "THE STORE WHERE COURTESY ABIDES"

### GIBSON-FAW COMPANY. BIG LUMBER CONCERN.

BEHIND THE

the year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, by freight, from this Good hike. Motion pictures were made of at the high school for the third year, but the growth of Albuquer-business of the city and vicinity.

Cardiner and additional pictures also the city and vicinity. A two-cent stamp and your name makes its bow to the public in a Stomach Troubles and Constipation, of work, or less, to the next higher but our services in securing your fil- such in plant can be found at this

article and supplies, are handy and open to inspection, and purchasers READY FOR BUSINESS goods they wish to purchase. To make a long story short, the Gibson-The Gibson-Faw Lumber company, Faw Lumber company is in the best applicants but few from Albuquerque the newest enterprise of the city and of condition to handle all kinds of Summer school will open tomorrow will be accepted and they must also-probably the largest to link its fu-



# How the Texas Tube test happened!

T nettled Bill Parr considerably! So many Motorists had careleasly stated that "all Tire Tubes are just Rubber."

In a way they would never forget.

There were four Cars at the door, and their Owners or Drivers at his elbow. To these he said,—

"Boys,-how strong do you think this Goodrich Brown Tube actually is?
"Do you believe it is strong enough to tow Mr.
Oden's five passenger Car, with four people in it, for

"You don't, eh!
"Well now here's a bit of a Bet I want to make

well now here's a bit of a Bet I want to make with any, or all, of you.
"I will bet you a Dinner that this little old regular Goodrich Tube (34 x 4) will not only tow Mr. Oden's Car, but will tow all three of your Cars,—fully passengered,—through the streets, for the full 21 blocks (more than a mile and a half)—starting and stopping

as many times as the crowd makes it necessary.

"I will,—if you Gentlemen are agreeable,—line up all four of your Cars, right here and now, take three regular Goodrich Tubes hap-hazard out of their boxes. —tie one tube between each two Cars, (which means hauling three Cars on the *first* Tube) and tote Youall that way to "The Corners."

"Are you willing to bet a Dinner that any one of the three Tubes will 'go broke' on the way, or show a flaw which would leak Air, or prevent its being used for its original Tire purpose afterwards? "You are, ch? "Well,—the Bet's on!

"Come along, and you be the Judges."

THE Dinner was a very Cheerful Affair. As Oden said afterwards (when putting up his share of the Bet) "you could have bet me a Million on, that, Parr, and I'd have taken you up,—even if I had to borrow the Million.

"I don't see how the blamed Tubes ever did hold out,—especially going up Suco St. under such a strain, "With eight people in the last three Cara,—and a total load of over 8,800 pounds I sure thought to hear something snap before Second Block.

"Whaldye put into that brown Goodrich Rubber

"Whaddye put into that brown Goodrich Rubber anyhow, to make it hang together like that?" Fritz said that what puzzled him most was the brown Rubber Tubes "not being all stretched out of

shape after such a tug, even if they did hang together "Look you," said he, "when we released the

load,—after the Haul,—they instantly snapped back into just three-quarters of an inch longer than they were at the start!
"And that 34 of an inch, they took up again in

he smoothed out a wrinkle in his wellfilled vest, "that'll stop the Argument
about all Tire 1 bes being just Rubber, won't it?"
"If the Brown Stuff that toted all you Heavyweights,—and your Cars,—for 21 blocks, without a
Sign of Heavy Duty afterwards, isn't something MORE
than Just Rubber, like other Tubes,—then you'd better buy the Just Rubber' kind hereafter.
"Try going to ask all of you to sign your names "I'm going to ask all of you to sign your names

to this 'Texas Tire Tube Test,'—just to show that you have taken part in a regular Exploit which is mighty well worth recording."

So indeed they did,—and here is the affidavit:

#### AFFIDAVIT.

This certifies that we, the undersigned, took part in and witnessed, the Texas tube test referred to in the advertisement entitled "How the Texas Tube Test Happened!"—that the test was made on date of Nov. 11, at Waco, Texas, the distance covered being twenty-one blocks and that the result was as described.

W. A. PARR. Subscribed and sworn to before me by W. M. Oden, J. M. Nash, B. A. Fritz and W. A. Parr, this the 3rd day of May, A. D. 1916, at Waco, Texas,

Signed- J. G. WREN, Notary Public,

McLennon County, Texas.

J. M. NASH, B. A. FRITZ,

Now what think You of these GOODRICH Tire Tubes that could bear up under such a gruelling test?
Reflect that they cost you no more than the "ordinary" Tubes you so carelessly accept!

GOOD RIC

INNER-TUBES

